

RJ REYNOLDS

TOBACCO COMPANY

February 26, 1997

RJR Account #375878
P. Cox
McLANE-NORTHEAST

APRIL DORAL B2GF LIGHTER PROMOTION #700050

Dear Paul:

We have placed orders (regular product) as listed to pack and ship this promotion to your participating retail accounts. **720** SKUs of Doral Lighters (item #521573) have been ordered to Consolidated Industries to pack this Promotion.

<u>UPC Code</u>	<u>Doral Brand</u> <u>Styles</u>	<u>#/ (12M)</u> <u>Cases</u>
12300-16612	FF King	12
12300-15312	FF 100	12
12300-15112	Lt King	12
12300-15212	Lt 100	12

Product PO # ER1089-01

All additional pertinent promotional information is listed below:

Product Arrival (@ McLane):

March 24, 1997

Premium Arrival (@ Consolidated):

March 27, 1997

Ship Date to Retail:

April 14, 1997

Lighters (Item #521573)

SKU CUBE:

1.1490

SKU WT (w/o Product):

4.1900 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Savings Cartons

EFT \$ Amount:

\$25,478.98

(Mail Sent 2/28/97
To RO@ 1000/
1110/1210/1310/1770
S. R. MacLEOD
Region Operations Mgr
150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145
(Only Chain
List sent
sent as
State List
included
C. Fair)

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-2-
B2GFP

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Lighter sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. *One (1) Carton each: Doral FF Kg / FF 100 / Lt Kg / Lt 100/ Lt Box.* Consumer purchases two (2) packs of Doral a free Doral Lighter.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'

RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$1,344.00 (48 (12M) cases @ \$28.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotions Coordinator

/jc

cc: R. Moore / McLane

1610: DK / SS / RMD

1000: J. Piscitelli

ROUs: 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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STATE STAMPING

McLANE-NORTHEAST

#375878

NUMBER OF CARTONS TO STAMP BY STATE											
DORAL (12M)	CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI
FF Kg	47	2	100	3	1	13	18	254	8	256	10
FF 100	47	2	100	3	1	13	18	254	8	256	10
LT Kg	47	2	100	3	1	13	18	254	8	256	10
LT 100	47	2	100	3	1	13	18	254	8	256	10

2/26/97
STAMPING.DOC

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